

FIGURE 3

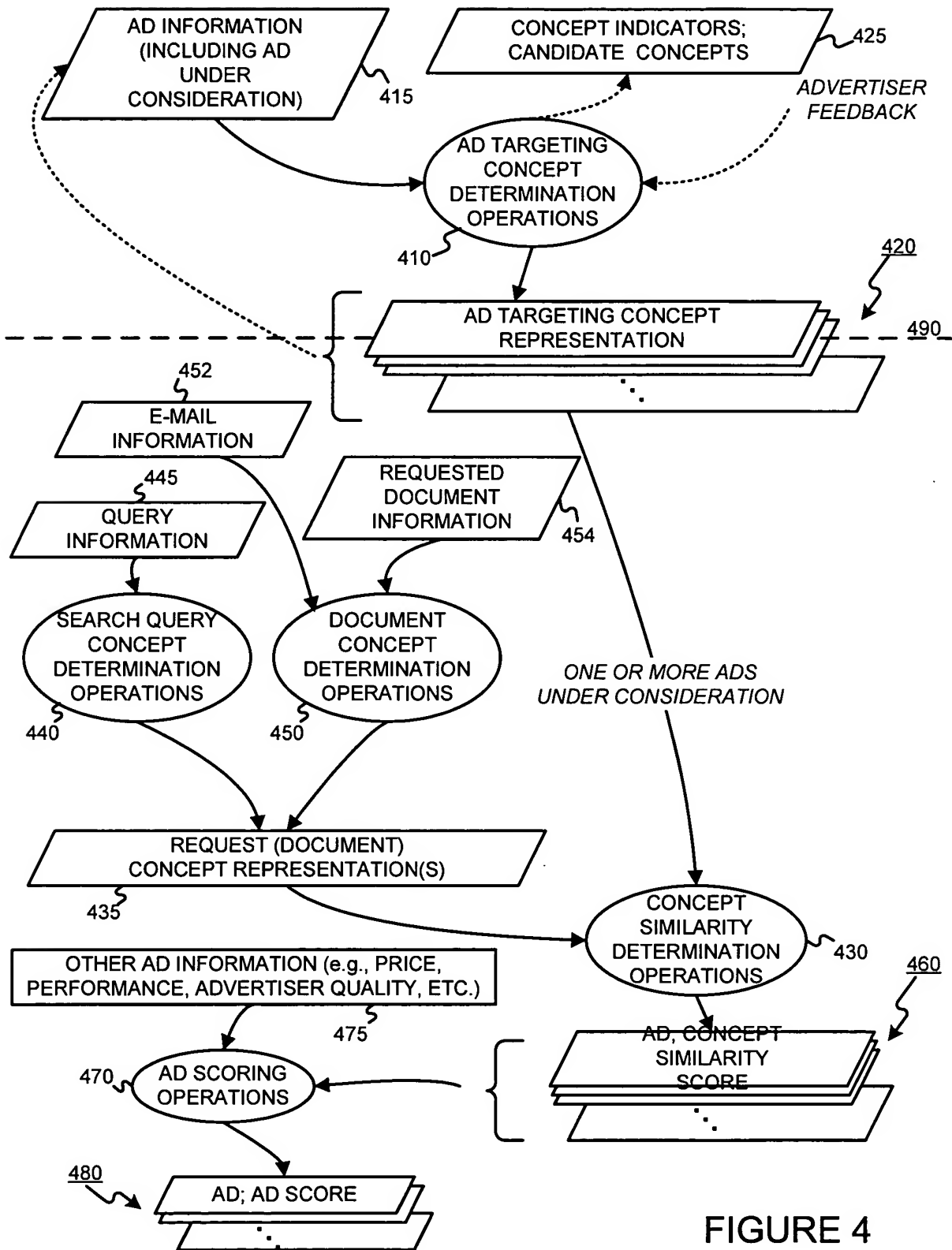


FIGURE 4

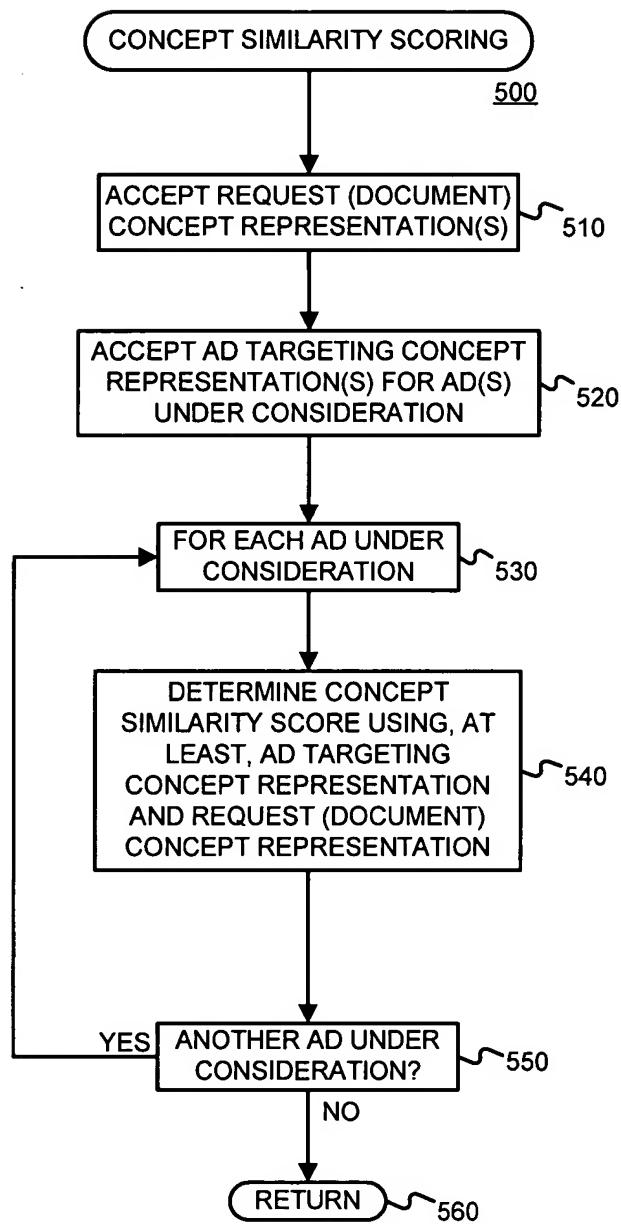


FIGURE 5

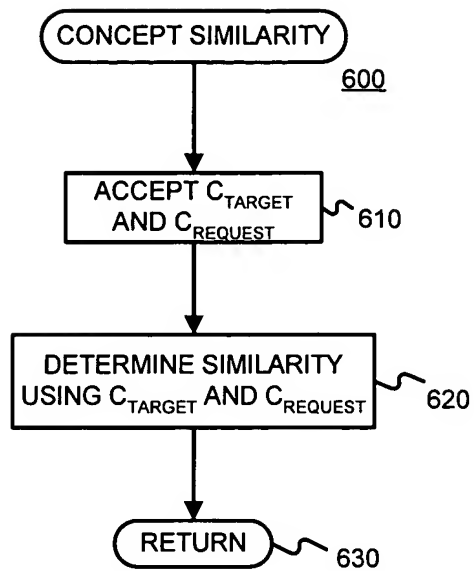


FIGURE 6

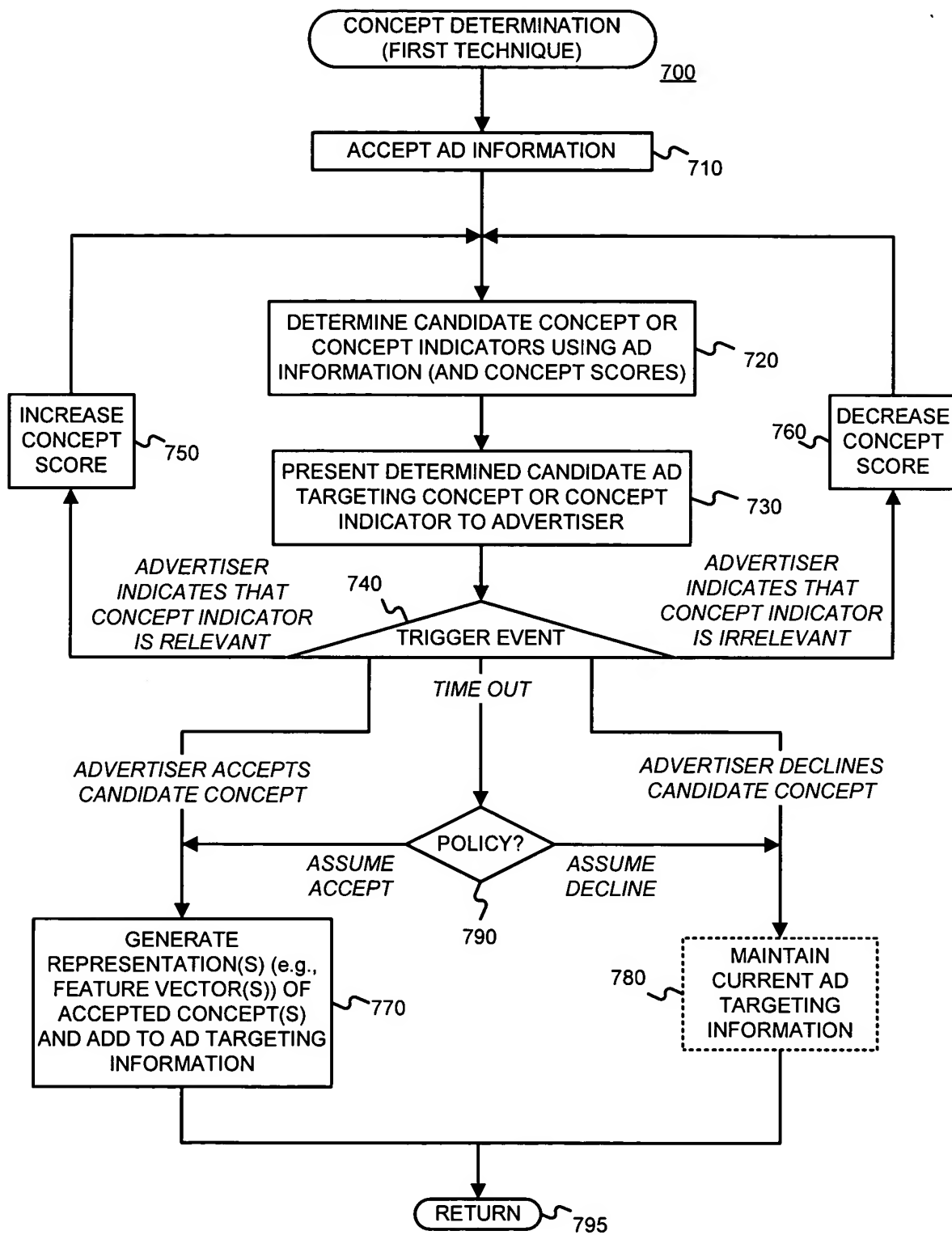


FIGURE 7

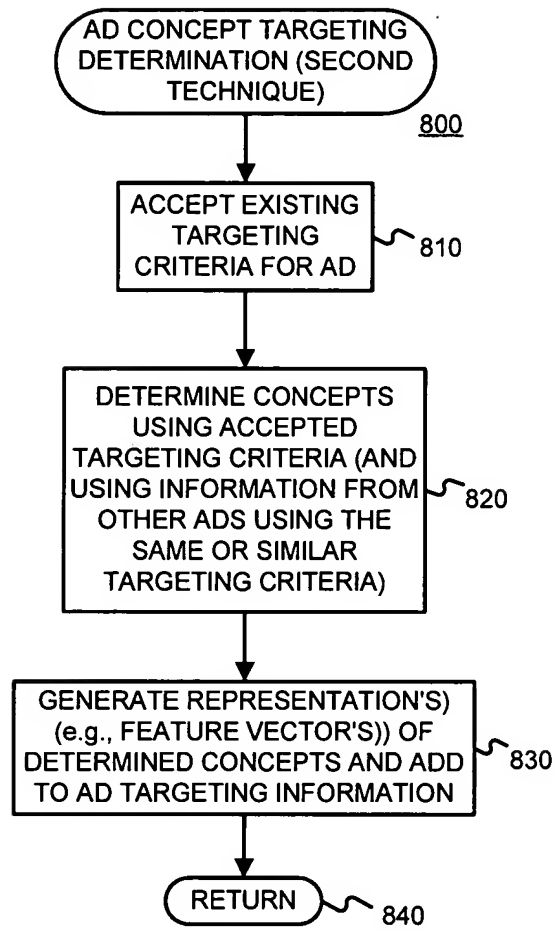


FIGURE 8

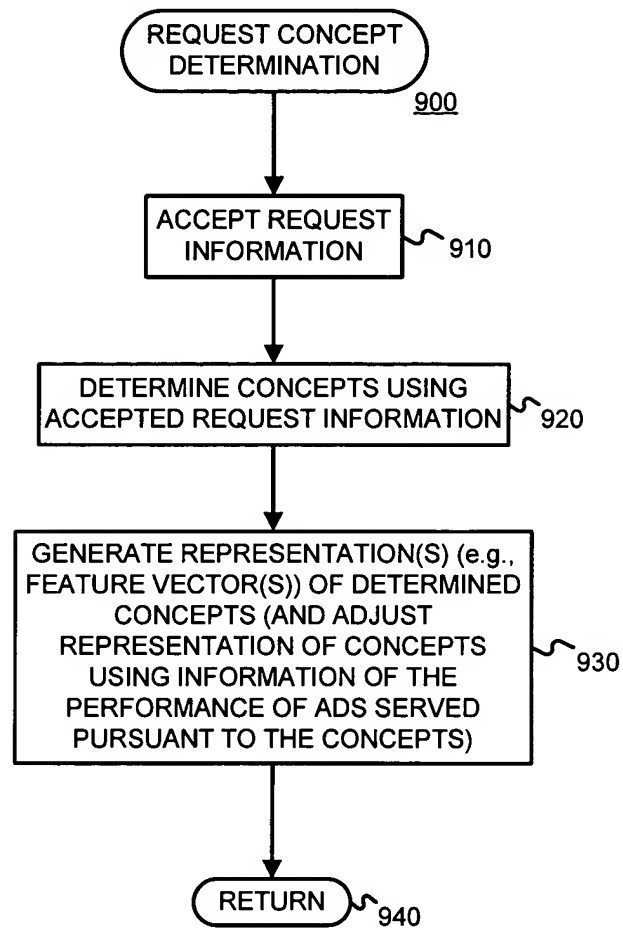


FIGURE 9

FIGURE
10A
RECREATION

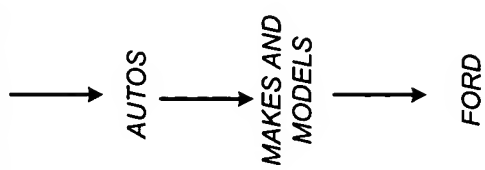


FIGURE
10B
ARTS

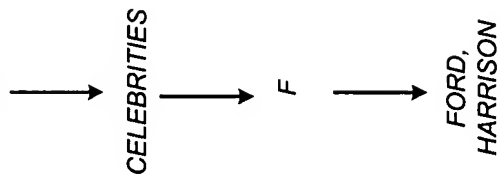


FIGURE
10C
ARTS

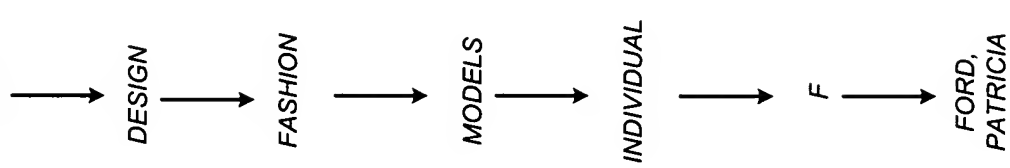
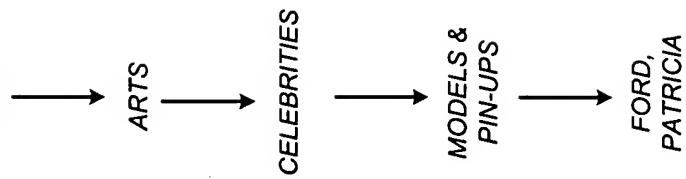


FIGURE
10D
ADULT



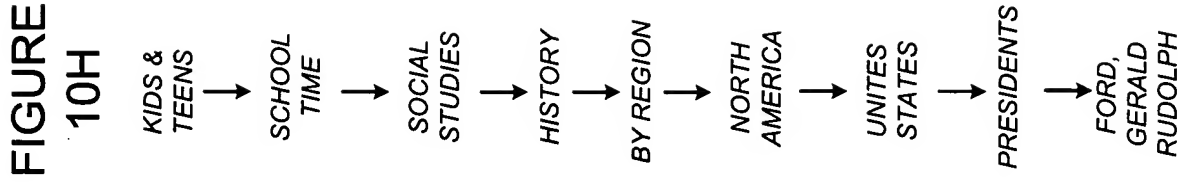
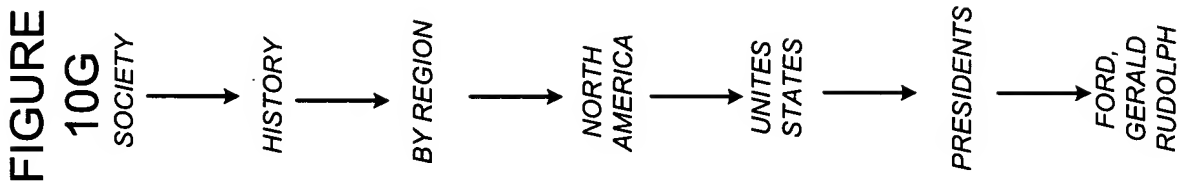
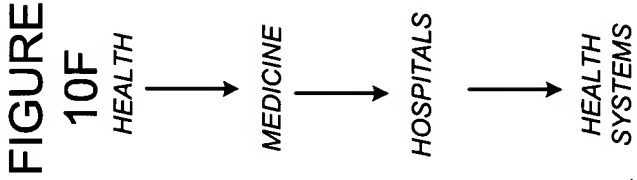
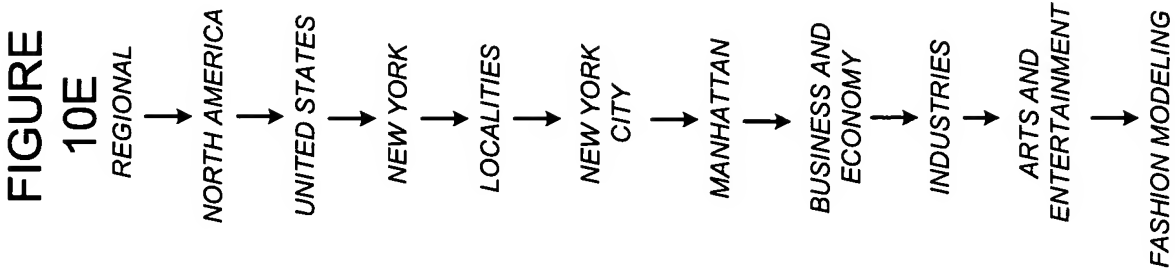


FIGURE
11A

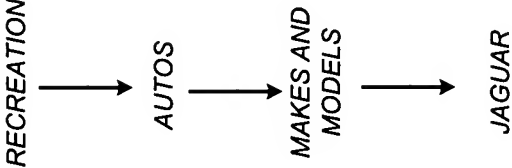


FIGURE
11B

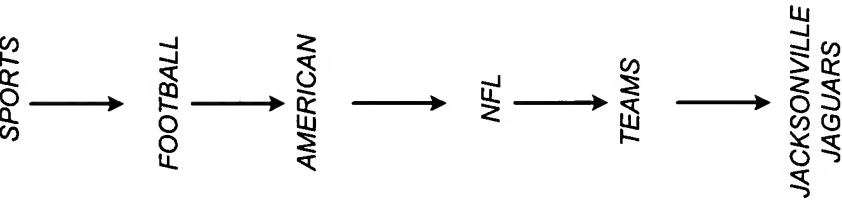


FIGURE
11C

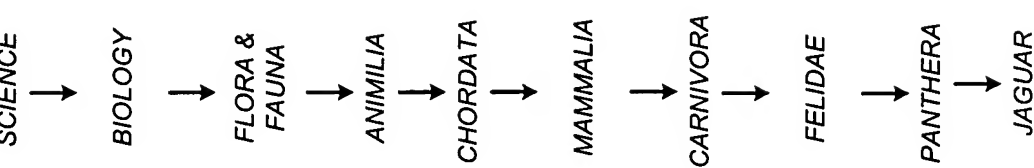


FIGURE
11D

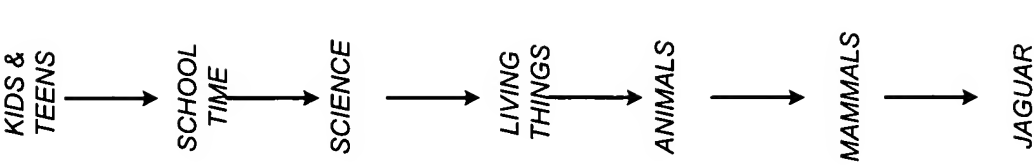


FIGURE 12A

QUERY = JAGUAR XJS

CATEGORY	RECREATION	...	AUTOS	...	SHOPPING	...	VEHICLES	...	PARTS AND ACCESSORIES	...	EUROPEAN	...	BRITISH
SCORE	1	...	1	...	1	...	1	...	1	...	1	...	1

FIGURE 12B

CANDIDATE AD 1

CATEGORY	RECREATION	...	AUTOS	...	SHOPPING	...	VEHICLES	...	PARTS AND ACCESSORIES	...	EUROPEAN	...	BRITISH
SCORE	1	...	1	...	1	...	1	...	0	...	0	...	0

CANDIDATE AD 2

CATEGORY	RECREATION	...	SPORTS	...	FOOTBALL	...	NFL	...	TEAMS
SCORE	0.5	...	1	...	1	...	1	...	1

FIGURE 12C

AUTOS	...	SHOPPING	...	VEHICLES	...	PARTS AND ACCESSORIES	...	EUROPEAN	...	BRITISH
0	...	0	...	0	...	0	...	0	...	0

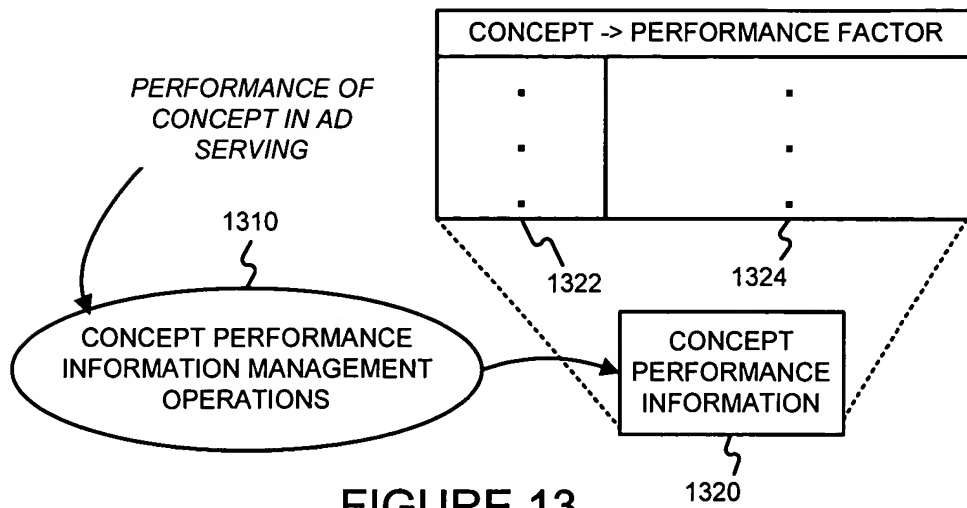


FIGURE 13

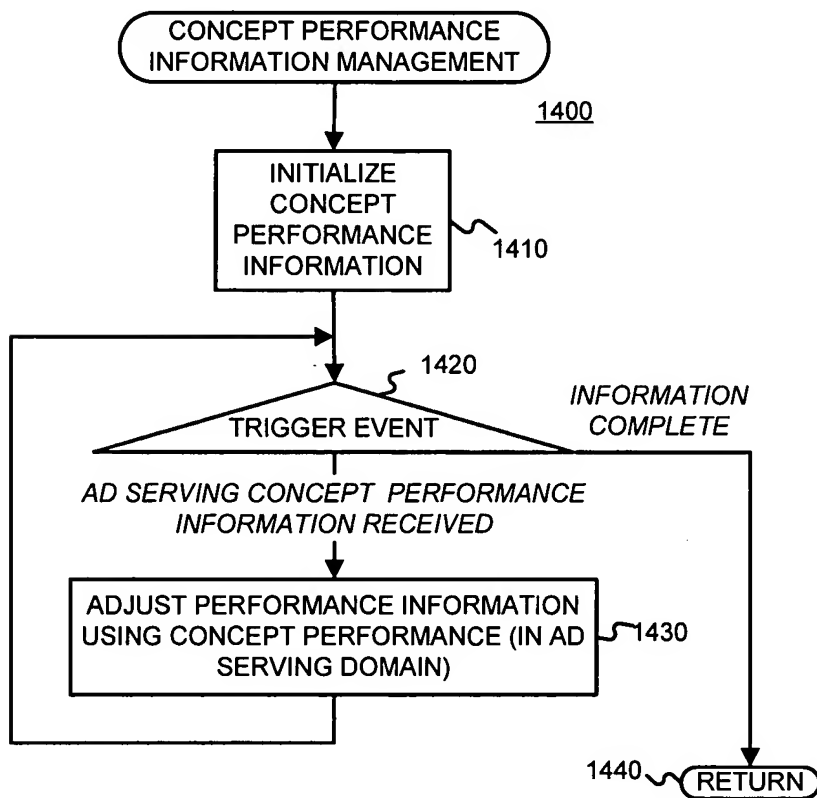


FIGURE 14